

SOW THE SEED MINISTRIES

Have you written a book, training materials or how-to guide that others might want to buy? Consider an amazing service *for* self-publishing authors -- the innovative **SOW THE SEED MINISTRIES on-demand publishing service**. For as little as \$350, your book can be published and available for purchase by book-buyers around the world! **Call today to see how you can become a self-publisher for as little as \$350.**

1-800-842-1093

On-demand publishing is a practical combination of conventional publishing tasks, print-on-demand manufacturing and Internet marketing and retailing. Using print-on-demand equipment, complete books are manufactured one-at-a-time to fill incoming orders -- which means the self-publishing author need not make a large investment in preprinted books stored in a warehouse.

Selling directly to the customer over the Internet is very cost-effective and opens a global market for your book. The author retains copyright, sets the retail price and royalty amount, and decides on design and appearance.

Sound great? After investigating the alternatives, you'll be even more impressed with how affordable, convenient and comprehensive **SOW THE SEED MINISTRIES** on-demand publishing service really is!

SOW THE SEED MINISTRIES on-demand publishing service was created to support the self-publishing Christian author. On-demand publishing fits perfectly with today's work and life styles -- it allows authors to efficiently publicize and retail their books on a global scale without leaving their neighborhood.

Please note: on-demand produced books can be attractive, practical and durable. They look like most other soft-cover books in bookstores. The process, however, is not suitable for book designs, which require glossy inside pages, extensive use of color art or photographs, embossing or die cutting, or hard-covers.

Prices are subject to change without notice

You've devoted considerable time and resources to writing your book. Now, as a self-publishing author, you can feel confident that your book will receive the attention it deserves by taking advantage of the comprehensive **SOW THE SEED MINISTRIES on-demand publishing service**. Here is a brief overview of what's in the publishing package you buy from **SOW THE SEED MINISTRIES**:

Cost-effective, global sales channels make your book easily purchased

- your book will be available through **SOW THE SEED MINISTRIES** Internet bookstore and can be ordered through local bookstores, fax, email or regular postal
- you can order more copies* at wholesale rates for local bookstore sales and other distribution

Book production and order fulfillment take advantage of on-demand printing

- print-on-demand manufacturing means no investment for preprinted books stored in a warehouse, and no waste from unwanted or outdated books (that's totally environmentally correct!)
- production quality is consistent
- books are printed, bound and shipped within 72 hours, so your title is never 'out-of-print' or 'back-ordered'

The author controls many key factors

- you determine the book's physical appearance, including page layout, cover style (from basic to full-color*), binding (spiral, perfect bound/paperback), size and other characteristics
- you can make changes and updates at any time by revising the master file*
- you retain full copyright and may end the agreement at any time
- you keep all rights for translations, foreign sales, movie rights and serialization, and for sales conducted personally or through trade publishers, wholesalers or distributors
- you set the retail price, including the royalty amount

SOW THE SEED MINISTRIES on-demand publishing service -- the practical, comprehensive service for the surprisingly affordable price of \$350. Service renewal fee is \$110 per year.

*Items indicated with an asterisk are reasonably priced optional extras (details in the explanations of each publishing step that follow).

During the publishing process, the author has many important responsibilities, most of which are listed on this sheet. **SOW THE SEED MINISTRIES** editorial staff have a corresponding (and much longer) list of their responsibilities. By progressing steadily through these checklists, you and **SOW THE SEED MINISTRIES** editorial staff will be devoting the careful attention to this process that your book deserves!

Task	Description
Complete & sign agreement (Contract)	The agreement is toward the end of this document. Fax, email or mail the signed agreement with credit card number, expire date and name on the card to 1-800-842-1093. Or mail to SOW THE SEED MINISTRIES with a check or credit card information. You may also paste the contract text into an email message, fill in the blanks and email it to marc@sowtheseedministries.com with payment instructions. [we'll return a signed copy]
Prepare & submit originals	Ensure design and layouts for covers and inside pages fall within technical specifications; send originals to SOW THE SEED MINISTRIES (keep backups yourself); include paper printout if sending digital files; include clear instructions about binding, paper, size, cover and other aspects [we'll prepare a master file, then send you a bound "proof"]
Review & sign off the proof	Advise us the proof is satisfactory [we'll calculate wholesale price to manufacture single copies "on-demand"]
Set the retail price & royalty	Single-copy wholesale price + retail markup = retail price 50% of that markup is your royalty

Congratulations -- your book is being published, through a combination of your efforts and the unique **SOW THE SEED MINISTRIES on-demand publishing service.**

The print-on-demand concept

At the heart of print-on-demand technology is the concept of storing complete images of every page in a computer's memory. In technical terms, the images are stored as 600 dots per inch by 600 dpi bitmaps in TIFF format. When an order arrives, the appropriate paper stocks are fed into a high-quality digital copier. Then the digital file is recalled from memory and printed. The resulting pages are combined with any preprinted components and bound (generally perfect bound or spiral). This finished book is packaged and shipped to the book-buyer, all within 72 hours of the order being placed. While this is happening, credit cards are being verified, costs tabulated and royalties accrued in the author's account.

Appearance

The author (and the author's own designer, if there is one) will wish to be aware of the range and bounds of our manufacturing capabilities. Books are produced literally on-demand, one-at-a-time in response to individual incoming orders. This is possible through use of "print-on-demand" equipment and other printing and bindery machinery. The printing technology is a tremendously elaborate duplexing laser copier that stores full images of every page (of your book and everyone else's) in computer memory, ready to print a complete book digitally at more than 200 pages per minute. There are limitations, of course, to what can currently be done one-at-a-time (printing and binding) on an economical basis. As the technology evolves, we are continually exploring ways to expand our manufacturing capabilities. We are already at the stage, however, where on-demand books can be attractive, practical and durable.

To date, most books marketed through **SOW THE SEED MINISTRIES** On-Demand Publishing have been information-intensive (training materials, novels, how-to guides, poetry, etc.), rather than image-intensive (such as art books, or lavishly colorful illustrated stories). Most books are produced in black and white (black toner at 600 dots per inch by 600 dpi on white paper) at a finished size of 5.375 x 8.25, 5.75 x 8.875 or 8.375 x 10.75 inches. The appearance of many would be interchangeable with soft-cover books and manuals found at your local Christian bookstore shelves. Color is generally reserved for the covers or a few strategically placed color photocopies. Photos and other graphics can be reproduced at the equivalent of a 100-line halftone screen, which is about midway between a newspaper's image clarity and that of magazine photographs.

Paper

We stock two weights (thickness) of white paper for the inside pages. We use either 50# or 60# book weight paper (50# is pronounced fifty-pound). The reason for using the different types of paper (bond versus book) is to ensure the paper's grain is parallel to the book's spine. As the weight increases, so does the opacity

(text from the reverse side, shows through less), cost, total book thickness and shipping weight. Most authors find 20# bond or 50# book paper appropriate for their purpose. It may sound confusing, but 50# book is about as thick and opaque as 20# bond. And 60# book is very similar to 24# bond.

Size

At this point, books are manufactured on 8.5 x 11 inch stock, which means a 7 x 10 inch book (178 x 254mm) must be trimmed to size, and the extra paper discarded (recycled). The extra step of trimming costs a fraction of a dollar more.

The most common sizes for books in North America are 8.375 x 10.75 inches (typically for workbooks, reports, technical manuals and training materials); 5.375 x 8.25 and 5.75 x 8.875 (for paperbacks and reference guides, and an increasing number of first-edition novels).

Bindings

Books can be bound in a number of fashions, with the choice made by the author to suit his or her vision of the published book. In the following explanations, spine refers to the edge of the book that is bound:

- **plastic spiral:** plastic wire binds the book. This binding does not allow for copy to be placed on the spine and is not preferred by bookstores because of its poor visibility and stacking.
- **Wire-O:** wire that is used much like plastic spiral but allows the book to lay even flatter than spiral. Just a little more expensive than spiral and looks more professional.
- **3-hole punched:** pages can be punched to fit three-ring binders.
- **perfect bound:** this is the technical name for the binding on trade paperbacks... the pages are clamped together, then roughened along the face of the spine; hot glue is forced a tiny distance up between the pages, holding them to each other. Then a large cover sheet is glued and wrapped around the spine. The result is trimmed on three sides for an even appearance... advantages: this is the expected binding for novels and many other publications; title appears on the spine (important for bookstore and library shelves)... disadvantages: covers must be preprinted and laminated (we print and store them on-site); most expensive binding to do one-at-a-time; book doesn't lie flat when opened.

Submitting your originals

Whether it is the author or a graphic designer who will be preparing the original, the submission guidelines are the same:

- to submit the ready-to-print original as a paper printout ("hardcopy original," or a "camera-ready mechanical"), use a 600 dpi or better resolution printer with good-quality white bond paper. Single-sided originals are best, with notes attached to indicate placement of any intentionally blank pages. If the finished size is to be less than 8.5 x 11 inches (216 x 279mm), center the page image on the printouts and include crop marks. The hardcopy originals will be scanned at 600 dpi by 600 dpi resolution. If the submission is a previously published book and you are submitting a bound copy, it will be necessary for us to remove the binding before scanning.
- to submit the ready-to-print original as a digital file (a "digital original"), you still must supply us with a complete paper printout so we can verify that the results at our end match those at your end. Even the smallest incompatibility of software versions, printer drivers, fonts and platforms can change line breaks and sabotage your careful design. We'll devote up to two hours of our operators' best efforts to ensuring that your digital file's output matches the accompanying hardcopy printout, but we may have to scan from the hardcopy, or ask for a more compatible digital file, or charge for extra operator's time and materials-the author makes this choice.
- Best digital results are possible if you create a Word document.
- If you are sending a document that is still in its word processing or page layout program format, please enclose all fonts and images used within the document. Like any other print service, we can make no hard-and-fast guarantees that results at our end will match your hardcopy printout-but we can promise to do our best. At the moment, we commonly work on PC format with Word. Check with our technical staff if you plan to submit files from other programs. Word generally works fine but few Microsoft files are problem-free.
- If the book is to have a preprinted or color copier cover and perfect binding, please also see the explanations about enhanced covers.
- Many authors pick a page size of 5.375 x 8.25. It is less expensive to produce a book in this size if we can print two pages with each impression on a sheet of 8.5 x 11 paper.

Covers

Authors have a choice of covers, from simple to very deluxe. Many authors opt for the most economical option of having the cover printed in black toner on-demand along with the inside pages, but onto a thicker card stock. The card stock will be white. Having a black-toner-onto-card-stock cover is included in the standard on-demand book publishing package.

Enhanced Covers

Almost as many authors have been deciding to have four-color covers (often also adding a lamination). The covers are printed digitally on-demand using a color printer. When an order comes in, the cover is printed and held for the completion of the inside pages. Once the inside pages are printed they are married together at the binding stage. If the binding is a coil, then there is a front and back cover. If the book is to be perfect bound, the front and back covers and spine are formed from a single large preprinted sheet (referred to as a "cover flat"). With digital on-demand covers, there are endless design possibilities, depending on the author's vision and budget.

Authors wanting a professionally designed cover can engage the services of a graphic designer and possibly an illustrator or photographer. Our in-house professionals can work on a limited number of these design projects depending on their regular workload.

For a minimal charge you can change the cover at anytime during the duration of the contract. This gives you a tremendous advantage over pre-printing 100's of books.

Specifications for cover design

- Card stock thickness limit is 10 pt. The standard stock is 8 pt. Coated one side.
- Placement of type and barcodes or any vital part of the image must be 1/4 inch inside the crop marks. Plus there should be 1/4 inch bleed outside the crop marks at a minimum.
- Lettering on the spine should be oriented so it can be read when the book is placed flat on the table, front cover up.
- The spine thickness needs to be measured according to the following ratios, depending on the weight of paper to be used for the inside text pages.
Maximum spine thickness is 1 1/2 inches.
 - Inside pages on 20lb bond..... approx. 520 pages (260 sheets) = 1 inch
 - 24lb bond..... 440 pages = 1 inch

- **50lb offset..... 520 pages = 1 inch (most common)**
- 60lb offset..... 450 pages = 1 inch

Notes about photos and screens on the inside (black and white) pages.

Currently, our inside pages (the "book block") are printed on digital printers. This output system has its own characteristics that a designer will wish to know.

- Any screen or tint of less than 10% will not be visible on the finished output.
- When setting the levels on photographs, set your white point at 10% to avoid excessive spectral highlights. Set your black point at 90%.
- Avoid large areas of 100% black (such as a large black box with reversed type) as this may cause ghosting.

Benefit:

- books are printed, bound and shipped within 72 hours.

Explanation

Out-of-print? Never! Because of our print-on-demand system, orders are filled promptly, without worries of being out-of-print or back-ordered. We strive to fill and ship most orders within 72 hours, with the spiral and 3 hole punched ones requiring a bit more time for additional handling.

SOW THE SEED MINISTRIES role and responsibilities

SOW THE SEED MINISTRIES aims to ship all book orders within 72 hours of receipt.

The initial printing of your book may take 4-6 weeks due to approval process, setup and design of covers.

Benefit:

- you set the retail price, including the royalty amount.

Explanation

The author decides the retail price and, in so doing, establishes the royalty amount. First, **SOW THE SEED MINISTRIES** calculates the *single-copy wholesale price* for the book that is based on production factors (number of pages, size, type of paper, type of covers, binding, color inserts, etc.) plus administrative overhead. Next, the author decides the retail price based on his or her appraisal of the target audience. The difference between the retail price and the single-copy wholesale price is the *retail markup*. The author's royalty is 50% of that markup.

A hypothetical example: if the single-copy wholesale price for a 430-page, a 5.875 x 8.875 book with basic cover and perfect binding is \$12.50 and retail price is set at \$22.50, then the royalty on each copy sold would be 50% of the \$10 markup, which is \$5. Incidentally, in this hypothetical example the royalty worked out to be 22% of the retail price, which is dramatically more than the 5 to 10% royalty that is standard within the publishing business.

Some of the authors have set zero markup (and, therefore, no royalty), while a few have added markups in excess of \$100 for their unique and presumably quite valuable information.

When a customer orders *more than 50* copies*, **SOW THE SEED MINISTRIES** allows a discount off the retail price of between 10 and 25%. **Note that the quantity required to invoke a discount is jointly determined by the author and SOW THE SEED MINISTRIES.* When a discounted sale happens, all components of the retail price are scaled proportionately. For example, if the author's regular royalty amount for a single copy sale was \$7.50 and someone ordered 51 copies at 25% off, the author would receive \$5.63 royalty on each of the 51 copies sold (which is 25% less than if each copy had sold at full price).

In establishing the quantity discount levels, generally we recommend allowing 20% off for 51-99, 40% off for 100 or more, and 40% off for bookstores. Some authors, however, insist on no quantity discounts at all. It's your call.

SOW THE SEED MINISTRIES automatically allows a 30% discount to bookstores and libraries, even for the purchase of a single copy. This discount is the maximum we can economically allow on single copies, and also represents the absolute minimum that bookstores need to process an order for their customers (generally a bookstore operates on 30 to 35% discounts).

SOW THE SEED MINISTRIES role and responsibilities

SOW THE SEED MINISTRIES calculates the single-copy wholesale price, and publicizes the retail price once that is set by the author. **SOW THE SEED MINISTRIES** records royalties accruing to the author on each sale.

Author's role and responsibilities

The author sets the retail price and, in so doing, establishes the royalty. The author and Sow The Seed Ministries determines the quantity levels that trigger volume discounts.

SOW THE SEED MINISTRIES

**THIS IS A PUBLISHING AGREEMENT MADE BETWEEN
THE AUTHOR AND SOW THE SEED MINISTRIES**

**296 Jared Tyler Rd
Glasgow, KY 42141**

enter date

ON THIS _____ DAY OF _____, 20____,

enter your name and contact information

BETWEEN:

(name of person or organization, called herein the "Author")

(title(s) of work(s)) _____

(full mailing address) _____

(phone) _____

(fax) _____

(email) _____

THE FIRST PARTY,

AND:

SOW THE SEED MINISTRIES, THE SECOND PARTY.

definitions

Generally it is understood that the Author is the creator of the work and holder of the copyright, or has legal authority to publish the work.

The "**work**" (also referred to herein as the "**book**") is a book, manuscript, or work of art or other document provided by the Author, to which this agreement pertains.

SOW THE SEED MINISTRIES provides the **SOW THE SEED MINISTRIES** On-Demand Publishing Service to self-publishing authors. This service makes the work available for retail sales to the public by combining conventional publishing tasks, print-on-demand manufacturing and Internet web publicity and retailing.

SOW THE SEED MINISTRIES offers to do the following for the author:

price schedule

1. Provide the **SOW THE SEED MINISTRIES** on-demand publishing setup for \$350.00;
2. Provide barcode and ISBN for \$125;
3. Provide copyright registration service for \$60;
4. Provide such other publishing services as may be required by the author at a mutually agreed price;
5. Provide annual renewal to continue the package after the first year for \$110.00 payable prior to the anniversary date of this agreement;
6. Provide the **SOW THE SEED MINISTRIES** on-demand publishing service package, which includes the following services:

description of our service begins

7. Legal and Administrative

- A. arrange an International Standard Book Number (ISBN) entry and Bookland EAN barcode unless otherwise directed by the Author, and typeset the front matter pages accordingly;
include a copyright notice intended to protect the author's rights in all copies of the book produced;
- B. deposit one dated copy with the National Library;
- C. provide accounting of sales and pay royalties on a quarterly basis;

8. Sales Channels

- D. make the book available for retail purchase to individual customers through an Internet web order form at **SOW THE SEED MINISTRIES** on-line bookstore, by email, phone, fax and mail, accepting credit cards, checks and corporate and government purchase orders;

- E. provide bookstores, libraries and those buying in quantity with discounts on a schedule agreed to with the Author;
- F. submit the book for sale through other on-line bookstores;

9. Production and Order Services

- A. create an electronic image master of the book, either through scanning the paper version or printing from an electronic file or a combination of the two methods, at the discretion of **SOW THE SEED MINISTRIES**, allowing 2 hours of operator's time, in a format suitable for prompt retrieval and on-demand printing;
- B. produce a complete bound proof and submit this for the Author's review and make, without charge to the Author, any corrections to the master which arise from errors by **SOW THE SEED MINISTRIES** staff or mechanical/electronic malfunction;
- C. make changes to the Author's file as directed by the Author at a charge no greater than \$35 per hour;
- D. determine a single-copy wholesale price, which will be used by the Author in establishing the retail price;
- E. archive the master file for the duration of this agreement;
- F. manufacture books on demand as orders are received and fulfill orders promptly, with median times of less than 72 hours if possible (allow longer for large print runs);

10. Make royalty payments on a quarterly basis to the Author for each copy of the work sold, with the royalty being 50% of the retail – wholesale price when sold at full retail price.

The Author accepts the offer of SOW THE SEED MINISTRIES and agrees to the following to create the contract:

partial list of what you, as the author, are responsible for

11. **The Author will perform several tasks, including the following:**

- A. provide camera-ready paper originals or a usable electronic file of the book with camera-ready paper originals, and specifications for the book's appearance, including choice of binding, type of cover, paper stock, size and other factors;
- B. provide, or arrange and pay for the production of, any items required by the Author which are not appropriate for print-on-demand production;
- C. promptly review the bound proof;
- D. determine the reasonable retail price and royalty rate in consultation with **SOW THE SEED MINISTRIES**;
- E. prepare, in cooperation with **SOW THE SEED MINISTRIES** staff, promotional text for use on **SOW THE SEED MINISTRIES** web bookstore;

- F. if the Author has his or her own Internet homepage(s), The Author will put a prominent hyperlink to the web page at **SOW THE SEED MINISTRIES** bookstore.

more obligations of the author

12. The Author further agrees:

- A. to provide the money as specified in **SOW THE SEED MINISTRIES** offer of services as set out above;
- B. to provide assurance that the Author has and always will retain copyright to the work published by this agreement. It is understood the Author shall always have the right to publish their work elsewhere if they wish. The Author is agreeing to hire **SOW THE SEED MINISTRIES** to produce the work and collect the royalties and distribute them according to this agreement, nothing more.
- C. to respect the privacy and confidentiality of **SOW THE SEED MINISTRIES** customer list which will always remain **SOW THE SEED MINISTRIES** property;
- D. to negotiate mutually agreeable discounts from time to time for bulk sales provided the revenues to **SOW THE SEED MINISTRIES** and the Author are both reduced by the same percentage;
- E. to accept the right of **SOW THE SEED MINISTRIES** to refuse to publish any content in breach of Kentucky laws in their sole discretion;
- F. to eliminate any defamatory, unlawful, or theologically opposing content and to assume any and all liability for content and to hold **SOW THE SEED MINISTRIES** harmless from any liability arising from content of the Author;

THE PARTIES BOTH UNDERSTAND:

mutual obligations, etc.

1. This agreement is non-exclusive and either party may terminate at anytime on delivering immediate written notice without any necessary cause provided only that all outstanding compensation becomes the respective party's debt and pre-existing payment obligations remain on both parties;
2. The laws of Kentucky and the courts of the same shall be appropriate to resolve any irreconcilable dispute between the parties;
3. **SOW THE SEED MINISTRIES** will not warrant the website at www.sowtheseedministries.com being uninterrupted or error-free, subject to **SOW THE SEED MINISTRIES** using due diligence and reasonable care;
4. Changes to this contract may be necessary from time to time and will be negotiated to the mutual satisfaction of both, provided either may terminate at any

time without liability for any damages from this contract except refund of monies paid or payment of outstanding royalties;

you always retain copyright

5. The Author at all times retains whatever copyright they possessed at the time of this agreement.

This agreement is the full agreement and all its terms.

The parties, having read and agreed to the above, sign this document in witness of their agreement:

you and a witness sign here, and send it to us for our signature (we'll send back a signed copy for your records)

_____ (**SOW THE SEED MINISTRIES**)

_____ (Witness)

_____ (The Author)

_____ (Witness)

The Author has read and accepts all provisions of this Agreement, and the Author makes payment as follows:

Amount: \$ _____ in US funds

Please indicate method of payment with a check mark:

___ Enclosed check, or

___ CREDIT CARD (provide number, expiration date and cardholder's name)

or ___ Purchase Order (institutions only) # _____ dated _____